

SAY UGLY SIGNS MUST COME DOWN

Prominent business men of the city have launched an anti-billboard campaign and have already taken steps to prevent the advertising of Goodrich automobile tires on the large boards that have recently been put up in many spots around the city. The activities of the club, say the members, are not against any particular advertisement, but against all outdoor advertising that involves what they consider the use of ugly and defacing signs.

Among the club members are former Governor George R. Carter, J. P. Cooke, head of Alexander & Baldwin; John Waterhouse of the same firm, F. M. Swaney of T. H. Davies & Co., James A. Wilder, Gerrit P. Wilder, J. R. Galt of the Hawaiian Trust Company and George Sherman.

As an evidence of its serious intentions, several of the club members have sent letters to the Goodrich tire people stating that if the company continues to advertise on the big signboards used at present, none of the club members will use any more Goodrich tires.

The Goodrich tire is said to be used by local auto owners more than any other tire here. Every member of the club named above has an automobile and all have been using Goodrich tires, it is stated. However, the club will take up other advertisements on signboards and intends to make a thorough campaign of it.

One of the charter members of the club said this morning:

"I am a great believer in advertising, but the billboard use here is growing to an abuse and should be moderated. Once before an effective campaign was made. Then it was against the ugly Heins signs, and the women of the city, by going to the agents and giving warning of stopping their patronage, soon got rid of these.

"Honolulu has hundreds of autos, the majority of them, I believe, equipped with Goodrich tires, but if the advertising continues on the billboards, their sales here will be greatly cut down."

Much encouragement has already been given the leaders in the movement, it is stated.

Charles R. Frasier, manager of the Pioneer Advertising Company, made the following statement this morning:

"The last Legislature recognized billboards and gave them an official standing by licensing them. I have paid my license and am acting well within my rights in placing the Goodrich tire signs on property which I have leased for the purpose.

"In exercising these rights, however, I have shown a due regard for the scenic beauty of the island, which I love quite as much as anyone who

lives here. For instance, I might have selected bold, commanding locations on mountainsides for these signs and still be within my rights. On the contrary, I have selected locations which do not shut out any fine views and I can not see how anyone can be offended at the signs. The signs themselves are tastefully painted and not offensive to look at.

"Furthermore, Honolulu is particularly fortunate in the class of posters and signs which are displayed here, owing to the strict censorship which I maintain. Anyone who is familiar with the patent medicine posters and suggestive advertisements which are played in some cities in the States will appreciate how clean the outdoor advertising is in Honolulu.

"In regard to the signs along the roads in New York State which the law authorized anyone to pull down, this alludes to signs which are put up without permission on the public highways. This is quite right and I heartily approve of it. In Honolulu, since the passage of the license act by the last Legislature, this class of advertising is prohibited. The Legislature could not prohibit the placing of signs on private property, but when offers of indiscriminate tacking of signs about the country are made to me I refuse them. In this respect Honolulu has gone New York one better through cooperation with the local billboard company. No signs have been tacked or posted in this city since the passage of that act, except on regular boards built for the purpose. Even those signs that were tacked prior to the act will soon be taken down and there are none to take their places.

"So far as the Goodrich signs are concerned, I know nothing more about the matter than what I saw in the morning paper. No one has seen me about them and no one has made any objection to me as to the location of the signs.

"Messrs. Carter and Galt, who are reputed by the Advertiser to be opposed to signboards, evidently see no harm in the signs of the Hawaiian Trust Company which they permit to be placed throughout the city, even on the Walkiki road and Pal road, which I voluntarily keep free from signboards.

"As to the Advertiser, it has more than one motive in knocking signboards, which will be obvious to anyone, so I expect them to make as much out of this matter as possible."

The report of W. W. Chamberlain, V. M. Harrison and W. P. Fennell, appraisers in the estate of the late Mary Kellett Fredenberg, filed their report yesterday, showing the value of the estate to be \$2,907. The principal item is a house and lot on Judd street worth \$1,850.

MILLINERY SALE

—At—

SACHS DRY GOODS CO.

SOUSA TELLS OF BAND'S LUCK

Neither sickness, accident or death marred the great tour of Sousa's musical organization which on arrival at Honolulu this morning from Australia has rounded out thirteen months of almost constant travel, covering thousands of miles and a visit to five continents.

Sixty-eight men left Philadelphia a year ago last August and a beginning of the present successful tour was at that time made according to a brief statement coming from John Philip Sousa, the famous band leader before he left the decks of the Canadian-Australian liner Makura this morning. In company with his manager, H. L. Clarke and Will Adams, the local amusement promoter.

"We left the United States along the latter part of December of last year with sixty-eight members in the organization and we still hope to have this number with us on our arrival at Victoria."

Barring one or two cases of slight illness, nothing has happened during the continuous traveling to interfere with the presentation of the concerts. Sousa among other things stated this morning that the band performed on an average of twice a day during the tour of the several continents. Upon departing from the States, the band played a nine weeks' engagement throughout Great Britain, and from there departed for South Africa, at Capetown, Johannesburg, Durban and other African ports, the band was listened to by large audiences. The organization remained on the continent for five weeks before setting sail for Australia. Twenty weeks were spent in the Colonies.

Sousa claims that owing to strict regulations in force throughout Australia his band was not permitted to give Sunday concerts provided an admittance fee was charged for the same. As the band is not exactly a charitable institution, the members had one day in the seven to themselves.

The band boys made a fine appearance as they left the ship this morning. They were arrayed in becoming and modest dark blue uniforms wearing a neat cap with the name "Sousa" in small gold letters over the visor.

Arrangements were concluded for two concerts today one for the afternoon and another this evening.

The steamer Makura will be held until a late hour this evening in order to permit a full program being presented at the evening concert.

Henry C. Hagel et al, through their attorney Lorrin Andrews have filed a jointer in demurrer in their case against May K. Brown et al.

MELODY ON MAKURA DECKS

The presence of seventy members of Sousa's musical organization had considerable to do with relieving the tedium of a voyage from Sydney and Auckland in the Canadian-Australian liner Makura. Despite the instruction sent by wireless to the ship's officers that Dr. W. P. Norris, an Australian quarantine official on board the vessel be permitted to pass upon passengers and crew and grant practice, nothing was done along this line until an early hour this morning.

The result was that while the Makura came alongside Alakea wharf shortly before eight o'clock, passengers were not allowed to leave the decks of the vessel or friends permitted to gain the vessel for nearly an hour after this hour.

Hopeless confusion seemed to prevail among officers including the purser's staff and others. When the vessel reached the wharf, the regulation ponderous British breakfast was then ordered and all hands turned to and partook of this essential meal, when on a vessel like the Sierra or the Wilhelmina the breakfast would have been over and out of the way hours before.

No blame can be attached to the local staff of immigration or customs officers for the wearisome wait imposed upon hundreds of people this morning. It was purely the fault of the Makura's officers.

The British boat sailed from Sydney on August 28th, arrived at Auckland on Sept. 1st, leaving there the same day for Suva, arriving at the Fiji port on Sept. 4th. Fine weather is reported on the entire trip. In addition to several concerts given by Sousa's musical organization, a complete program of sports was also arranged.

The Makura is making a rather extended stay here in view of the fact that the famous band is to give two concerts the last to be given at in the evening.

During the stay of the Makura at the port shipments including 76 cases whisky, 101 cases jam, 32 bags grass seed, 917 bags dried blood, 173 cases wine, 1602 sacks sulphate of ammonia, 325 packages frozen meat, 83 boxes butter and 31 packages merchandise were discharged. The vessel is carrying 275 through passengers and is scheduled to sail at ten thirty this evening.

Have you any nice fabrics that you don't want to entrust to inexperienced cleaners? Then send them to the French Laundry, Phone 1491.

Boys' School Suits

Boys' School Suits that are full of style—built like "Dad's"—well tailored, and made of excellent quality blue serge and pretty fancy mixtures. From \$4.50 up.

Youths' and Young Men's Suits

Splendidly Tailored Suits for youths and young men, long trousers, ages from 15 to 20 years, in blue serges and fancy materials.

AGENTS FOR "PHOENIX" PURE SILK HOSE
50c. Pair

The Carion



BIJOU THEATER TODAY



SOUSA And His BAND

Matinee Concert at 3 o'clock

Evening Concert at 8 o'clock

Don't Miss This Greatest of All Military Bands

What They Say About Sousa:

WITHOUT A PEER.—Boston Herald.
MARVEL OF HIS TIME.—Buffalo News.
ONLY ONE SOUSA.—Louisville Commercial.
OWNS OUR HEARTS.—New Orleans Picayune.
THE BEST.—New York Journal.

A REVELATION.—Augusta Chronicle.
A KING OF CONDUCTORS.—Victoria Colonist.
A MUSICAL HERCULES.—Breslau Zeitung.
HE STANDS ALONE.—Boston Journal.
NOTHING LIKE HIM.—Paris Gil Blas.

Seats on Sale for Matinee and Evening Concerts at Bergstrom Music Company

Prices: \$2.50, \$1.50

General Admission, \$1.00